[](http://www.google.com/url?sa=i&rct=j&q=&esrc=s&frm=1&source=images&cd=&cad=rja&docid=vx6mqUwIoCv0lM&tbnid=sLFP_-xFixSZHM:&ved=0CAUQjRw&url=http://internships.bloomu.edu/proposal.html&ei=2lFbUsG7AYb64AP9pYHgDA&bvm=bv.53899372,d.eW0&psig=AFQjCNGU0ZCwBPWgVISC4Sbz3wZiKyMwOA&ust=1381802825705755)Bloomsburg University

President David L. Shultz

400 E. Second St.

\_\_\_\_ Bloomsburg PA, 17815

DATE:

TO: Faculty and staff of (insert high school name here)

SUBJECT: Accounting/ Business Majors

Dear Faculty and Staff of (insert high school name here):

We are very proud of our College of Business here at Bloomsburg and are trying to recruit more business students. Business majors in general have a high placement rate and secure opportunities for new graduates in today's growing world. However, we feel that we aren't really getting as many entering business majors as we would like to have, and we have come to you to try to help us fix this. We would like for high schools around the country to start advertising the business classes that they offer, as well as advertising Bloomsburg University as a potential option of higher education, to their students. We've decided to use accounting as an example.

"Do you like working with numbers? Are you a fan of business? Well, you could and should find out before you go to college! Try taking an accounting course! Studies show that accounting majors tend to be more successful with it in college if they have taken it in high school and come into it with experience. Job availability and flexibility when you graduate are well worth your time! Accounting majors have a 99% placement rate when they graduate from Bloomsburg University of Pennsylvania. In fact, a lot of the accounting majors that graduate from Bloomsburg have jobs lined up before they even graduate! This could be you! Talk to your guidance counselor today!"

Thank you so much for you time and consideration on this matter.

President David L. Shultz

[](http://www.google.com/url?sa=i&rct=j&q=&esrc=s&frm=1&source=images&cd=&cad=rja&docid=SukP23KlDBE6hM&tbnid=zZrQQNPtGULWdM:&ved=0CAUQjRw&url=http://www.bloomu.edu/climate_survey&ei=JMJtUrLfAdTB4AOBp4GoBQ&v6u=https://s-v6exp1-v4.metric.gstatic.com/gen_204?ip=148.137.225.182&ts=1382924819159324&auth=ydn3s5rnbfrvndvamwpcit4tmdqujy33&rndm=0.20485455404143904&v6s=2&v6t=17388&bvm=bv.55123115,d.ZG4&psig=AFQjCNF8i49hb4aAc--zxjGsJzsaAzrW0g&ust=1383011219205370)